MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BMR2054 – MARKETING AND INFORMATION TECHNOLOGY

(All sections / Groups)

07 OCTOBER 2016
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO (2)** pages with **NINE (9)** questions only.
2. Answer **ALL QUESTIONS** in **SECTION A.** Attempt **TWO (2)** out of **THREE (3)** questions in **SECTION B.** The distribution of marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

SECTION A [60 Marks]
ANSWER ALL QUESTIONS.

QUESTION 1

Web 2.0 technologies connect people with each other through social media which in turn create opportunities and challenges for marketers. Briefly explain any **FIVE (5)** key elements of Web 2.0.

(10 marks)

QUESTION 2

Most e-marketing plans have multiple objectives. List any **FIVE (5)** e-marketing plan objectives.

(10 marks)

QUESTION 3

Modern technology presents a radical challenge to marketing ethics. Discuss the **FIVE (5)** critical issues of ethics in the electronic environment.

(10 marks)

QUESTION 4

Many consumer behaviour principles describe that the offline buying behaviour can also be applied to the online marketing. Explain any **FIVE (5)** consumer behavioural concepts for online buyer behaviour.

(10 marks)

QUESTION 5

In the online business, companies must employ product strategies that result in customer benefits. Describe the **FIVE (5)** product decisions that must be made to deliver benefits to customers.

(10 marks)

QUESTION 6

Marketing intermediaries help to move products from producer to consumer by performing several functions. Briefly explain the **FIVE (5)** transactional functions of marketing intermediaries.

(10 marks)

SECTION B [40 Marks]

Answer any TWO (2) questions.

QUESTION 1

According to Strauss and Frost (2014), there was a declining cooperation from consumers pertaining to the traditional research approach. For example, 60 percent consumers refused to answer survey questions. Therefore, the internet is a good ground for the primary data collection. Discuss the **FIVE (5)** key primary research methods in the internet business and the appropriate use of each.

(20 marks)

QUESTION 2

Internet marketers can segment their consumers based on the similar characteristics of usage, consumption or benefits of a product or service. Describe the **FOUR (4)** main segmentation bases and give example three segmentation variables for each.

(20 marks)

QUESTION 3

In the Internet business, the market structure and market efficiency affect the online pricing strategy. Explain with example the **FOUR (4)** types of market structure strategies that can be adopted by the marketers to set their selling price.

(20 marks)

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